Creative Brief

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Project Title: Museum of Modern Art Website

1. Project Overview

The goal of my website is to be very visual, as it is about a museum. It acts as quicker way to learn more about the museum.

2. Resources

Copy is available at https://en.wikipedia.org/wiki/Museum_of_Modern_Art. For the images of artwork going to https://www.moma.org will get you everything you need. This website is good inspiration, but let's try to experiment with and stray away from the design they have implemented as much as possible.

3. Audience

This is for people who want to know more about the Museum of Modern Art and its history from a more visually exciting and honest forum than Wikipedia, even if all the body is from there.

4. Message

I know there is already a website for this museum, but I feel like we can work hard to make this a secondary website that extracts and highlights things from a website with such a high quantity of content. When we people see it, we want them to understand the overall purpose of the museum without so much digging.

5. Tone

As the museum focuses on work from the modern era, we want to make sure to stick the mentalities of those years. I think the inspiration in the actual design of the webpages will come from themes of the artwork.
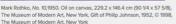
6. Visual Style

The artwork highlight page is easy to make visually interesting as it includes actual visual sources from well-known artists throughout the modern era. I hope we can figure out a way to transfer the visual vocabulary that page into the more "boring" pages like the history and operations of the museum. Maybe adding artwork from the museum in there, making portraits of important people look like Andy Warhol prints or replicating the colors of the pieces into the text and backgrounds, etc.

Mark Rothko, No. 10, 1950. Oil on canvas, 229.2 x 146.4 cm (90 1/4 x 57 5/8), The Museum of Modern Art, New York, Gift of Philip Johnson, 1952, © 1998, The Museum of Modern Art, New York

Mark Rothko, White Center, 1950, Private Collection

Maybe for one page– sections can be blocked off to mimic a Rothko?